

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	2	("5766075").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2003/12/04 13:11
S2	7860	shaw.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2001/10/23 20:32
S3	60	shaw.in. and (electronic mail system with advertising).ti.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2001/10/23 20:34
S4	12	(shaw.in. and (electronic mail system with advertising).ti.) and (electronicadj mail).ti.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2001/10/23 20:39
S5	3	((("5,724,521") or ("5,809,242") or ("6,009,410"))).PN.	USPAT; USOCR	OR	OFF	2001/10/23 20:43
S6	1	("6,009,410").PN.	USPAT; USOCR	OR	OFF	2001/10/23 21:09
S7	0	("5andcookie").PN.	USPAT; USOCR	OR	OFF	2001/10/23 21:08
S8	1	((("6,009,410").PN.) and cookie	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2001/10/24 11:33
S9	3	("5724521").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2001/10/25 13:36
S10	0	("0001and").PN.	USPAT; USOCR	OR	OFF	2001/10/24 11:34
S11	1	((("5724521").PN.) and (log adj file or file or statistics or effectiveness or measurement or measuring)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2001/10/24 13:20

S12	2	("6,082,500").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2001/10/24 13:20
S13	0	((("6,082,500").PN.) and (demographic or demographics)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2001/10/24 13:22
S14	2	((("6,082,500").PN.) and (income or address or job or hobby)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2001/10/24 16:31
S15	1	("6,009,410").PN.	USPAT; USOCR	OR	OFF	2001/10/24 16:31
S16	0	((("6,009,410").PN.) and (statistic or effectiveness or measurement or measuring)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2001/10/24 16:33
S17	0	((("6,009,410").PN.) and (statistics or effectiveness or measurement or measuring)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2001/10/24 16:33
S18	0	((("6,009,410").PN.) and (statistics or effectiveness or measurement or measuring or measure)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2001/10/24 16:34
S19	1	((("6,009,410").PN.) and (statistics or effectiveness or measurement or measuring or measure or cookie)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2001/10/24 17:45
S20	0	((("6,009,410").PN.) and (efficiency or efficient)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2001/10/24 18:31
S21	1	("5,948,061").PN.	USPAT; USOCR; EPO	OR	OFF	2001/10/24 18:32
S22	0	((("5,948,061").PN.) and demographic	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2001/10/24 18:33

S23	1	((("5,948,061").PN.) and (demographic or demographics or name or hobby or geograph\$2 or employment or income)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2001/10/24 18:35
S24	3	("5724521").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2001/10/25 13:37
S25	1	((("5724521").PN.) and (time or duration)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2001/10/25 15:07
S26	1	((("5724521").PN.) and (survey or question or opinion or questionnaire)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2001/10/25 15:10
S27	1	((("5724521").PN.) and (survey or question or opinion or questionnaire)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2001/10/25 15:13
S28	1	((("5724521").PN.) and (survey or question or opinion or questionnaire)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2001/10/25 15:13
S29	1	("5,717,923").PN.	USPAT; USOCR	OR	OFF	2002/02/25 12:14
S30	1	("5724521").PN.	USPAT; USOCR	OR	OFF	2002/02/25 12:37
S31	0	("2and(monитор\$3orexposureorexpos\$3ormeasurementormeasur\$3oreffective oreffectivenessorcookie)").PN.	USPAT; USOCR	OR	OFF	2002/02/25 12:41
S32	1	((("5724521").PN.) and (монитор\$3 or exposure or expos\$3 or measurement or measur\$3 or effective or effectiveness or interactive or interaction or interact\$3 or cookie or impression)	USPAT	OR	ON	2002/02/25 13:41
S33	1	((("5724521").PN.) and (монитор\$3 or exposure or expos\$3 or measurement or measur\$3 or effective or effectiveness or interactive or interaction or interact\$3 or cookie or impression) ) and (track\$3)	USPAT	OR	ON	2002/02/25 14:42

S34	1	((("5724521").PN.) and (monitor\$3 or exposure or expos\$3 or measurement or measur\$3 or effective or effectiveness or interactive or interaction or interact\$3 or cookie or impression) ) and (track\$3)) and (appraisal adj agent)	USPAT	OR	ON	2002/02/25 14:43
S35	3	("5794210").PN.	USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2002/07/08 10:52
S36	229847	(Advertising Effectiveness)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 16:57
S37	1903	(Advertising) and (effectiveness)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 16:40
S38	226406	(Advertisement Effectiveness)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 16:41
S39	1129090	Measuring Advertising Effectiveness	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 16:58
S40	1	"Measuring Advertising Effectiveness"	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 16:45
S41	79	"Advertising Effectiveness"	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 16:45
S42	1	"Measuring Advertising Effectiveness"	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 16:56
S43	79	"Advertising Effectiveness"	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 16:57
S44	79	"Advertising Effectiveness"	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 17:00
S45	1	"Measuring Advertising Effectiveness"	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 17:01
S46	59	dEon.in.	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 16:59
S47	1	dEon.in. and (Advertising adj Effectiveness)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 17:03
S48	0	dEon.in. and (Measuring adj Advertising)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 17:02

S49	259	merriman.in.	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 17:02
S50	1	merriman.in. and (Measuring adj Advertising)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 17:02
S51	0	(merriman.in. and (Measuring adj Advertising)) and (Advertising adj Effectiveness)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 17:03
S52	10	((("5794210") or ("5948061") or ("6006197") or ("5918014"))).PN.	USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2002/07/05 18:00
S53	0	("18and(IDorcodeoraccountorfilename ortagoradvertisementorserveroradverti seradjserveroradvertisingadjserverorad adjserverorread\$3orview\$4orfeedback orrat\$3oractivat\$4oreffectivenessorme asur\$6orinteract\$4ormonitor\$3orclient orPCorcomputerorindicat\$4orsignal\$3) ").PN.	USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2002/07/05 18:12
S54	8	((("5794210") or ("5948061") or ("6006197") or ("5918014"))).PN.) and (ID or code or account or filename or tag or advertisement or server or advertiser adj server or advertising adj server or ad adj server or read\$3 or view\$4 or feedback or rat\$3 or activat\$4 or effectiveness or measur\$6 or interact\$4 or monitor\$3 or client or PC or computer or indicat\$4 or signal\$3)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 18:14
S55	8	((("5794210") or ("5948061") or ("6006197") or ("5918014"))).PN.) and (ID or code or account or filename or tag or advertisement or server or advertiser adj server or advertising adj server or ad adj server or read\$3 or view\$4 or feedback or rat\$3 or activat\$4 or effectiveness or measur\$6 or interact\$4 or monitor\$3 or client or PC or computer or indicat\$4 or signal\$3)) and (survey\$3 or questionnaire or quiz\$4 or question\$4 or determin\$6 or verif\$4 or verification or identification or identif\$4 or exposure or expos\$3 or category or classification or categoriz\$5 or classif\$4 or advertis\$7 or results or web adj site or website or web adj page or webpage or demographic\$4 oe select\$5 or research\$3)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 18:30

S56	8	((((("5794210") or ("5948061") or ("6006197") or ("5918014")).PN.) and (ID or code or account or filename or tag or advertisement or server or advertiser adj server or advertising adj server or ad adj server or read\$3 or view\$4 or feedback or rat\$3 or activat\$4 or effectiveness or measur\$6 or interact\$4 or monitor\$3 or client or PC or computer or indicat\$4 or signal\$3)) and (survey\$3 or questionnaire or quiz\$4 or question\$4 or determin\$6 or verif\$4 or verification or identification or identif\$4 or exposure or expos\$3 or category or classification or categoriz\$5 or classif\$4 or advertis\$7 or results or web adj site or website or web adj page or webpage or demographic\$4 oe select\$5 or research\$3) ) and (online or on-line or Internet or WAN)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 18:39
S57	7	((((("5794210") or ("5948061") or ("6006197") or ("5918014")).PN.) and (ID or code or account or filename or tag or advertisement or server or advertiser adj server or advertising adj server or ad adj server or read\$3 or view\$4 or feedback or rat\$3 or activat\$4 or effectiveness or measur\$6 or interact\$4 or monitor\$3 or client or PC or computer or indicat\$4 or signal\$3)) and (survey\$3 or questionnaire or quiz\$4 or question\$4 or determin\$6 or verif\$4 or verification or identification or identif\$4 or exposure or expos\$3 or category or classification or categoriz\$5 or classif\$4 or advertis\$7 or results or web adj site or website or web adj page or webpage or demographic\$4 oe select\$5 or research\$3) ) and (online or on-line or Internet or WAN)) and (information or data or tim\$3 or timestamp)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 18:43

S58	7	((((("5794210") or ("5948061") or ("6006197") or ("5918014")).PN.) and (ID or code or account or filename or tag or advertisement or server or advertiser adj server or advertising adj server or ad adj server or read\$3 or view\$4 or feedback or rat\$3 or activat\$4 or effectiveness or measur\$6 or interact\$4 or monitor\$3 or client or PC or computer or indicat\$4 or signal\$3)) and (survey\$3 or questionnaire or quiz\$4 or question\$4 or determin\$6 or verif\$4 or verification or identification or identif\$4 or exposure or expos\$3 or category or classification or categoriz\$5 or classif\$4 or advertis\$7 or results or web adj site or website or web adj page or webpage or demographic\$4 oe select\$5 or research\$3) ) and (online or on-line or Internet or WAN)) and (information or data or tim\$3 or timestamp)) and (administration adj server or administrator adj server or advertiser adj server or user adj computer advertisement adj message or advertisement or receipt or receiv\$3 or transmission or transmit\$5 or stor\$3 or record\$3 or cookie or respondent or user or customer or consumer or messgae or tools or data adj mining or analysis or analyz\$3)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 18:56
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S59	4	(((((("5794210") or ("5948061") or ("6006197") or ("5918014")).PN.) and (ID or code or account or filename or tag or advertisement or server or advertiser adj server or advertising adj server or ad adj server or read\$3 or view\$4 or feedback or rat\$3 or activat\$4 or effectiveness or measur\$6 or interact\$4 or monitor\$3 or client or PC or computer or indicat\$4 or signal\$3)) and (survey\$3 or questionnaire or quiz\$4 or question\$4 or determin\$6 or verif\$4 or verification or identification or identif\$4 or exposure or expos\$3 or category or classification or categoriz\$5 or classif\$4 or advertis\$7 or results or web adj site or website or web adj page or webpage or demographic\$4 oe select\$5 or research\$3) ) and (online or on-line or Internet or WAN)) and (information or data or tim\$3 or timestamp)) and (administration adj server or administrator adj server or advertiser adj server or user adj computer advertisement adj message or advertisement or receipt or receiv\$3 or transmission or transmit\$5 or stor\$3 or record\$3 or cookie or respondent or user or customer or consumer or messgae or tools or data adj mining or analysis or analyz\$3) ) and (file or comparison or compar\$3)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/05 19:02
S60	3	("5794210").PN.	USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2002/07/08 10:52
S61	1	((("5794210").PN.) and (jokes or games or quiz or survey)	USPAT; EPO; JPO; DERWENT	OR	ON	2002/07/08 10:53
S62	4	((("5794210") or ("5724521")).PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2003/12/02 14:05
S63	2	((("5794210") or ("5724521")).PN.) and ("compilation process" or "activity monitoring" or compil\$6 or statistic\$4 or minitor\$3 or interact\$4)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2003/12/02 16:11



S64	2	((("5794210") or ("5724521")).PN.) and ("compilation process" or "activity monitoring" or compil\$6 or statistic\$4 or minitor\$3 or interact\$4)) and (banner or graphic\$2 or image or cue)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2003/12/02 16:28
S65	2	((("5794210") or ("5724521")).PN.) and ("compilation process" or "activity monitoring" or compil\$6 or statistic\$4 or minitor\$3 or interact\$4)) and (banner or graphic\$2 or image or cue)) and (quiz\$4 or respond\$3 or response or questions)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2003/12/02 19:10
S66	1	(((((("5794210") or ("5724521")).PN.) and ("compilation process" or "activity monitoring" or compil\$6 or statistic\$4 or minitor\$3 or interact\$4)) and (banner or graphic\$2 or image or cue)) and (quiz\$4 or respond\$3 or response or questions)) and (successful\$2)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2003/12/04 13:11

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	50	("6102406" "6161127" "6289318" "6068188" "6052730" "6393479" "5774869" "6078928" "6111562" "6128663" "6128651" "6154752" "6230204" "6256739" "6282548" "6285987" "6496931" "6667751" "6832207" "5869819" "5992752" "6045048" "6076733" "6152369" "5819285" "6185589" "6249790" "5727129" "5329711" "5712979" "5717860" "5812769" "5918014" "5946697" "5963207" "5983244" "5987482" "5991810" "6005939" "6014698" "6014638" "6021435" "6028600" "6049831" "6055538" "6055573" "6072483" "6073241" "6100890" "6105028").pn.	USPAT	OR	ON	2005/08/07 15:48
S2	41	S1 and (cookie or file)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 15:50
S3	14	S1 and (cookie)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:48
S4	14	S3 and (advertis\$7 or promot\$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:27
S5	41	lemole.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:28
S6	168	S5 1nd (advertis&)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:28
S7	0	S5 and (advertis&)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:28
S8	3	S5 and (advertis\$7)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:29
S9	1	S8 and (cookie)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:30

S10	17193	robinson.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:32
S11	171	S10 and (advertis\$7)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:32
S12	8	S11 and (cookie)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:36
S13	7	((("6009410") or ("5918014") or ("6006197") or ("5557721") or ("5948061") or ("5347632") or ("5717860")).PN.	USPAT	OR	OFF	2005/08/07 16:45
S14	7	((("6009410") or ("5918014") or ("6006197") or ("5557721") or ("5948061") or ("5347632") or ("5717860")).PN.	USPAT	OR	OFF	2005/08/07 16:45
S15	7	((("6009410") or ("5918014") or ("6006197") or ("5557721") or ("5948061") or ("5347632") or ("5717860")).PN.	USPAT	OR	OFF	2005/08/07 16:45
S16	8	S11 and (cookie)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:46
S17	53	S1 or S15 and (cookie)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:51
S18	32	S17 and (advertis\$7 or promot\$5)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:52
S19	26	S18 and (bill\$3 or payment or pay\$3 or agree\$4 or contract\$3 or charg\$3 or compensat\$4)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 16:58
S20	4	S18 and ("previously visited" or "past brows\$3" or "prior browsing" or past near2 activity or prior near2 activity or "past online activity" or "past Internet activity")	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 17:49
S21	3	S20 and (rank\$3 or rat\$3 or scor\$3)	US-PGPUB; USPAT; EPO; JPO; DERWENT	OR	ON	2005/08/07 17:05